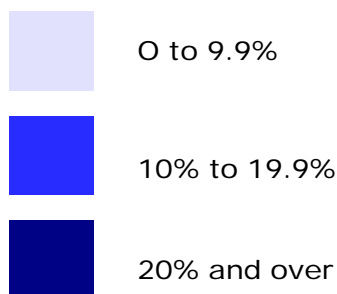
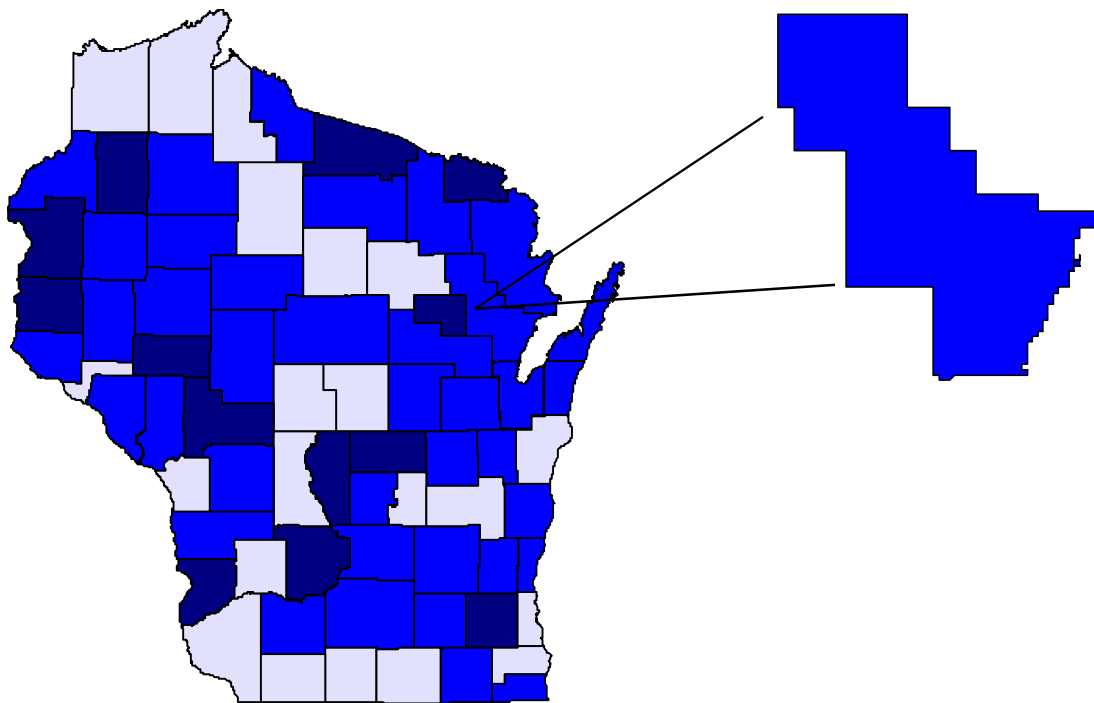


Oconto County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development
Division of Workforce Solutions
Bureau of Workforce Information
October 2001



State of Wisconsin
Department of Workforce Development

Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Oconto County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

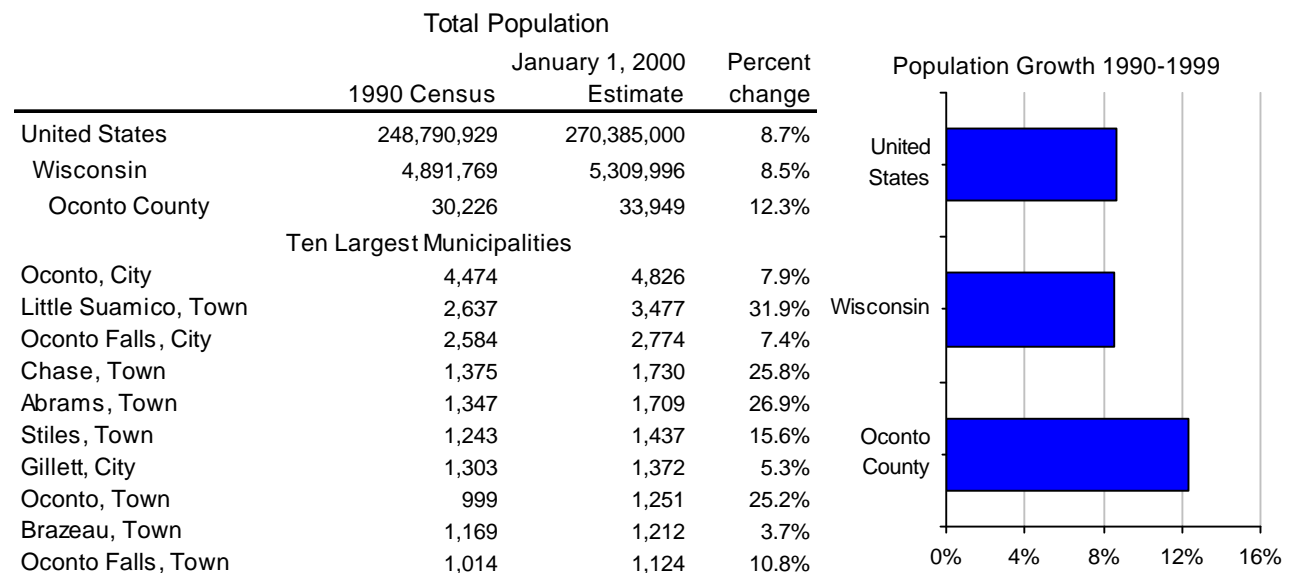
For more detailed information or clarification, please contact your local labor market analyst,
Dick Seidemann, by telephone (920-208-5809) or email (seider@dwd.state.wi.us).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

Oconto County Population and Civilian Labor Force

Between 1990 and January 2000, Oconto County grew at a faster rate than either the United States or the State of Wisconsin. Population grew by 12.3 percent during the decade for an increase of over 3,700. It is estimated that over 87 percent of the growth came from people moving to the area with the remaining 13 percent coming from natural increase (births minus deaths).

Growth continues to be primarily in the southern portion of the county which borders Brown County. The area offers lower residential costs than Brown County, yet is easily accessible to jobs in the Green Bay area.



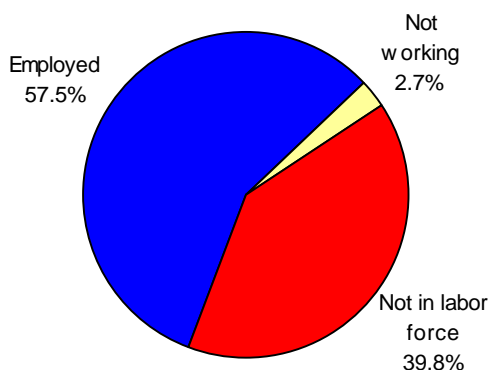
* Oconto County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The labor force is the sum of employed and unemployed persons who are 16 years old and older. (People who are not working includes people who are unemployed and people who are not in the labor force. Examples of people who are not working but who are not unemployed are retirees or people who choose not to work.)

The number of workers in the labor force rose 800, from 1994 to 1999 for a growth rate of 5.4 percent, however, it is down 400 from 1990. The population increased by 3,700 during the 1990's, at the same time, the number of people that were labor force age increased by 3,200. With larger growth in the labor force age population over growth in the labor force, this gives the area the potential to accommodate additional economic growth with available workers should they elect to enter the labor force.

1999 Labor Force Participation



Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The term used to describe the relationship between the labor force and population is the participation rate. Oconto County has a lower participation rate than the State of Wisconsin, and the United States. The participation rate for Oconto County is 60.2 percent down 3.8 percent from 1990. Rural counties often have lower participation rates than urban counties. The United State's participation rate is 67.1 percent, while the state's rate is 72.3 percent. Participation rates are often affected by economic, cultural, demographic conditions as well as changes in the composition of the population.

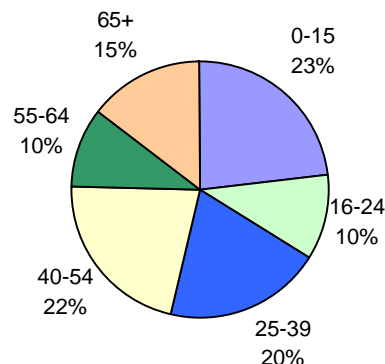
In the last ten years, the 40 to 54 age group increased by 48 percent since 1990 and is the result of the aging of baby-boomers. This is the second largest age group in the County. These workers represent the mature and experienced workers in the county's labor force. Many of which will most likely begin to retire

over the next decade. Of major significance to employers will be the higher than average growth in the number of younger workers. High growth in the number of 16 to 24 year olds provides businesses which traditionally hire large numbers of young, entry-level workers a good labor pool to supply their needs. This is followed by a large number in the 0—15 year group. These will be the workers entering the workforce in the next ten years, although many may leave the area after attending school and finding employment opportunities elsewhere.

Oconto County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	7,382	7,901	7.0%
16-24	3,132	3,557	13.6%
25-39	6,837	6,702	-2.0%
40-54	4,981	7,386	48.3%
55-64	2,906	3,382	16.4%
65+	4,990	5,022	0.6%

Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau



Oconto County Civilian Labor Force Data

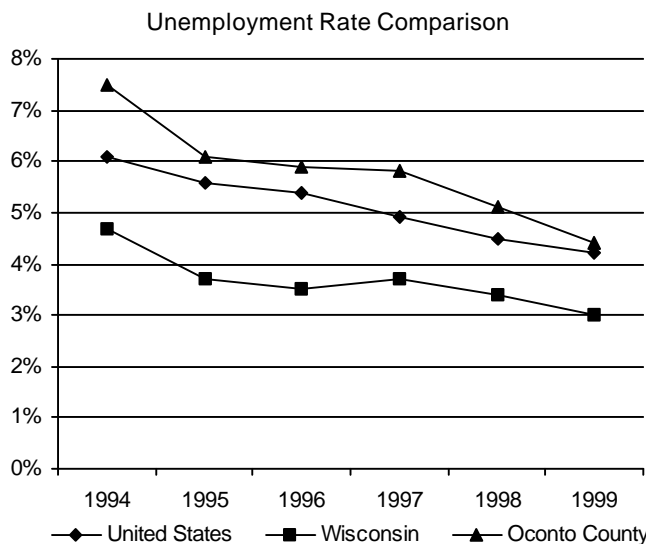
	1994	1995	1996	1997	1998	1999
Labor Force	14,700	14,800	15,100	15,400	15,700	15,500
Employed	13,600	13,900	14,200	14,500	14,900	14,800
Unemployed	1,110	910	900	900	810	680
Unemployment Rate	7.5%	6.1%	5.9%	5.8%	5.1%	4.4%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The unemployment rate in Oconto County has remained relatively high during the last five years despite a good economy both in the state of Wisconsin and the nation. During this time, the rate has declined steadily following a pattern similar to the state and nation, but has remained above state and national rates.

Since 1994 the rate has dropped from 7.5 percent to 4.4 percent in 1999. This has meant a reduction of just over 400 unemployed workers. This has occurred as the number of workers employed has increased more than the number entering the labor force.

A large portion of these workers are not employed in the county, but commute to work. The county only has about 9,600 jobs, while it has a work force of 15,500 and has 14,800 residents working.



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

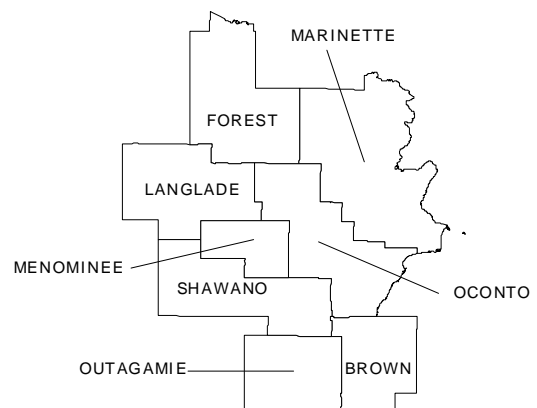
During the last five years, the number of workers in the labor force has increased by 800, while the number claiming to be employed has increased by 1,200. At the same time, the number of new jobs in the county has increased by 1,600. While the numbers may not add up real well, since nonfarm wage and salary employment measures the number of jobs in the county, while total employment measures the number of county residents employed, regardless of

where they work. There is some evidence of a shift in work patterns in the county during the last five years. Some of the shift may be individuals that were self employed before, have moved to payroll employment, others may no longer be commuting out of the county, and there may be more individuals holding more than one job in the county.

Oconto County Commuting Patterns

Commuting patterns based on the 1990 census showed that Oconto County had a net loss of over 3,000 workers to employers located outside of the county. The majority of the workers commuted to the nearby counties listed on the map on the right.

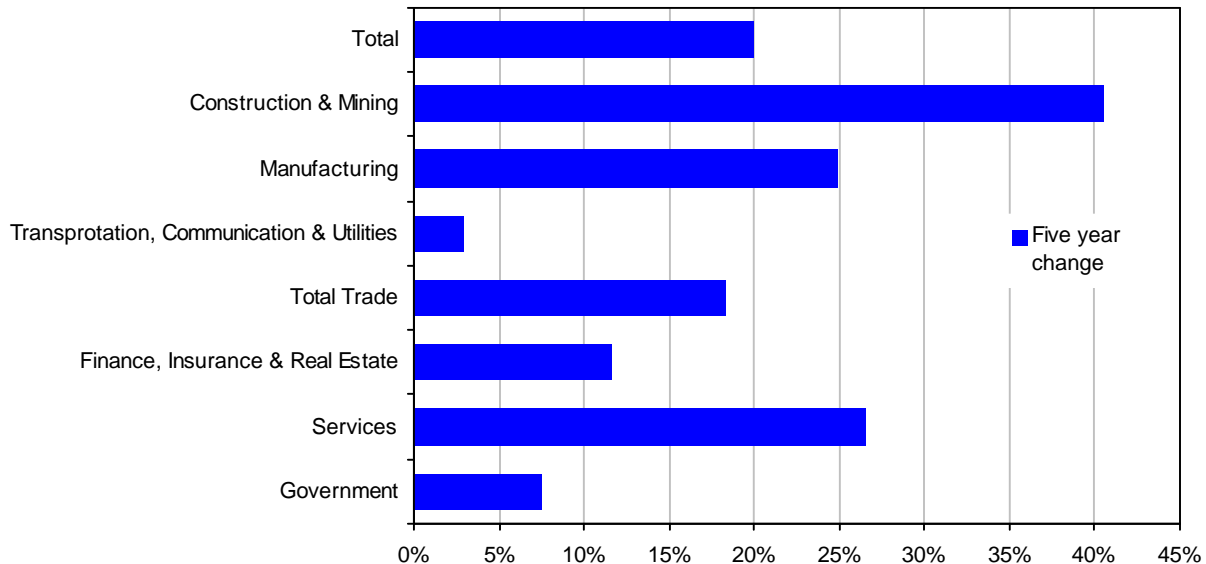
Although new data will not be available from the 2000 census until next year, it is reasonably safe to assume that the sources of workers and destinations of residents that work outside of the county has not changed a great deal. What has changed is the number of workers that commute, and most likely that the loss has increased since there were 5,900 more stating they were employed than there are jobs in the county.



Brown County will remain the destination of most of the workers leaving the county. This is based on the location of largest population growth in the county during the last ten years. Oconto County also received the largest number of workers coming into the county from Brown in 1990.

There are many reasons for workers in Oconto County to commute. A primary reason, they move to Oconto County for more affordable costs of housing compared to the Green Bay area, but keep their higher paying jobs in Brown County. The area also is convenient to the employment, shopping, and entertainment amenities of the Green Bay area. New workers to the area are attracted to the county for the same reasons, but obtain employment in Brown County where employment is more abundant and diversified. Another factor is, on average, wages paid by Brown County employers has been and continues to be slightly higher than wages for similar positions in Oconto County. The Green Bay area contains several large corporate headquarters, providing professional and managerial workers more opportunities than are currently available within Oconto County.

Oconto County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
Total	8,006	8,215	8,338	8,650	9,164	9,600	4.8%	19.9%
Goods Producing	2,965	2,973	3,018	3,241	3,441	3,764	9.4%	27.0%
Construction & Mining	388	368	406	455	450	545	21.2%	40.6%
Manufacturing	2,577	2,606	2,612	2,785	2,991	3,219	7.6%	24.9%
Durable	1,589	1,675	1,717	1,910	2,116	2,290	8.3%	44.2%
Nondurable	988	931	895	875	876	929	6.0%	-6.0%
Service Producing	5,041	5,242	5,320	5,410	5,723	5,836	2.0%	15.8%
Transportation, Communications & Utilities	391	381	376	382	402	403	0.1%	3.0%
Total Trade	1,590	1,660	1,684	1,706	1,790	1,881	5.1%	18.3%
Wholesale	167	175	181	184	176	167	-5.0%	0.1%
Retail	1,424	1,486	1,502	1,522	1,614	1,714	6.2%	20.4%
Finance, Insurance, and Real Estate	201	210	195	192	209	224	7.4%	11.7%
Services & Misc.	1,338	1,411	1,460	1,544	1,676	1,694	1.1%	26.6%
Total Government	1,521	1,580	1,606	1,585	1,646	1,635	-0.7%	7.5%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding agricultural, military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives or if the job holder has multiple jobs. This information is often referred to as "place of work" data. Oconto County has a large percentage of residents commuting outside of the county to their jobs; this is the most significant reason why the number of residents in the county's labor force and employed numbered 5,900 more than the number of jobs within the county during 1999.

Manufacturing employment has provided the most new jobs the area's economy over the last five years. This industry added nearly 650 jobs since 1994 and accounted for just over 40 percent of the county's new jobs. Most of the increase occurred in durable goods manufacturing which rose by 700, but was offset by a loss of 59 jobs in nondurable goods manufacturing. Employment in the service and miscellaneous sector was up 350 jobs.

The goods producing sector (agriculture, construction, mining, and manufacturing) make up 39.2 percent of the employment in the county. Growth in this sector was nearly identical to the increase of jobs in industries that produce a service in the last five years.

Oconto County's Largest Industries and Employers

Top 10 Industry Groups

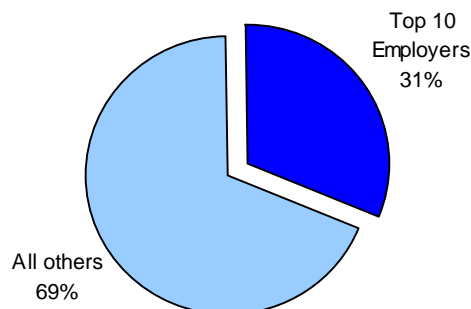
Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Transportation Equipment	*	*	*	*
Educational Services	6	846	2	57
Eating And Drinking Places	75	732	44	79
Health Services	27	706	10	-61
Executive, Legislative, And General	26	520	29	-36
Electronic & Other Electric Equipment	*	*	*	*
Lumber And Wood Products	19	388	6	17
Food And Kindred Products	6	370	-25	-1
Food Stores	13	336	16	44
Furniture And Fixtures	*	*	*	*

*data suppressed to maintain confidentiality

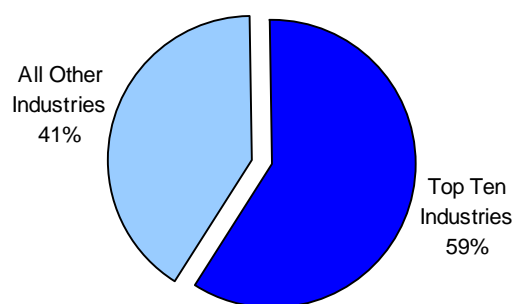
Company	Product or Service	Size
K C S Intl Inc	Manufacture of Marine Craft	500-999
Oconto Falls Public School	Public Education	250-499
Evenflo Co Inc	Furniture Manufacturing	250-499
County Of Oconto	Government Services	250-499
Saputo Cheese Usa Inc	Food Processing	250-499
Ceramite Corp	Electronic Capacitors	100-249
Coop Educational Service Agency #8	Public Education	100-249
Oconto Public School	Public Education	100-249
Unlimited Services Of Wisconsin Inc	Current-carrying Wiring Devices	100-249
Community Memorial Hospital Inc	Health Services	100-249

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment



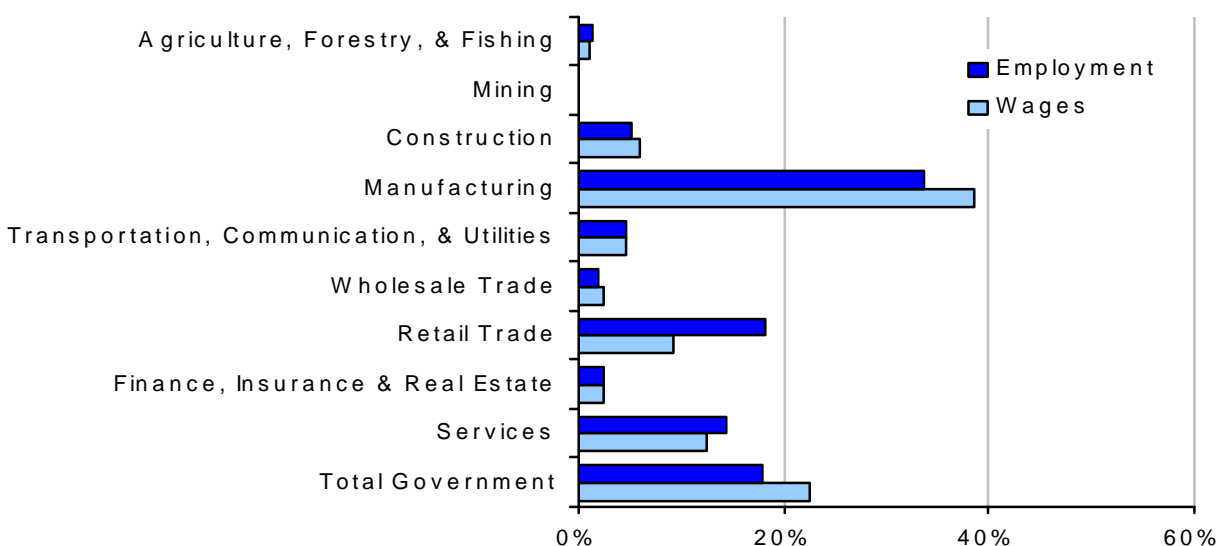
In 1999 there were 766 employers including 74 government units in Oconto County. The ten largest employers in the county provided 31 percent of all employment in Oconto County. Five of the ten largest employers are in the manufacturing industry, and four were government units and one in health services.

There are over 80 industry groups in Oconto County with each group made up of one or more employers that produces a similar product or service. The top ten industry groups accounted for 59 percent of nonfarm wage and salary employment. Five of the county's ten largest industry groups were in the manufacturing sector. Food stores and eating and drinking services, while part of the top industry list did not have an employer included in the largest employer list.

Oconto County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$20,770	\$29,609	70.1%	3.0%	13.9%	9,146
Agriculture, Forestry, & Fishing	\$15,333	\$21,499	71.3%	-0.6%	4.3%	123
Mining	*	\$39,968	*	*	*	*
Construction	\$24,219	\$36,772	65.9%	3.5%	31.0%	475
Manufacturing	\$23,886	\$37,773	63.2%	3.8%	9.5%	3,074
Transportation, Communications, & Utilities	\$20,910	\$34,523	60.6%	0.8%	-1.1%	410
Wholesale Trade	\$26,848	\$38,048	70.6%	12.4%	40.6%	168
Retail Trade	\$10,524	\$15,066	69.9%	2.3%	19.5%	1,663
Finance, Insurance, & Real estate	\$21,578	\$37,911	56.9%	2.1%	13.6%	219
Services	\$18,092	\$26,041	69.5%	0.6%	13.8%	1,317
Total Government	\$25,822	\$32,017	80.7%	2.5%	17.4%	1,651

Total Employment and Wage Distribution by Industry Division



Source: WIDWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211*.

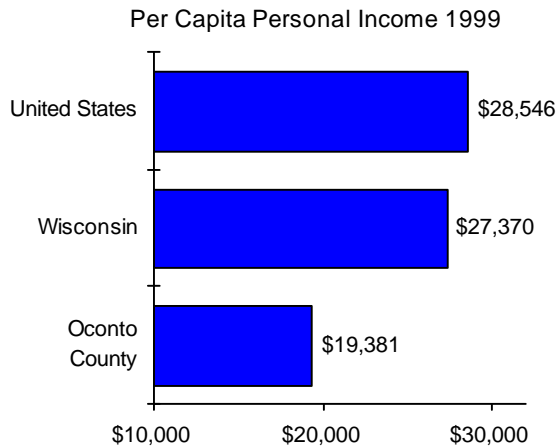
Average annual wages paid in Oconto County were at 70.1 percent of the state average during 1999. While the actual wage increased from \$20,169 to 20,770 for an increase of 3.0 percent, it lost some ground when compared to the statewide average. Last year the county was at 70.7 percent of the statewide average. Variations in wages are affected by hourly rates as well as the availability of overtime or average number of hours worked per week.

The finance, insurance, and real estate industry (FIRE) had the greatest variance from the state average wage. Oconto County does not have any corporate offices or a major processing center for this industry in the county. Many of the firms in this area are small local firms or branch offices from other areas, thus, there are fewer managerial and technical positions, which often pay higher wages.

Although manufacturing employment wages are less favorable than the countywide average in comparing wages with the state, it is the largest employment sector in Oconto County. Manufacturing makes up 33.5 percent of the county's employment. The industry also provides the largest share of total payroll with 38.7 percent of all wages paid in the county. Manufacturing employment not only pays a higher proportion of total wages compared to employment in the county, but has the fourth highest average annual wage in the county.

Retail trade employment has the lowest ratio of employment to total wages in the county. Just over 18 percent of workers are employed in retail trade, and yet the sector only represents 9.2 percent of all wages paid in the county. This occurs as the industry employs a large number of entry-level workers and over 50 percent of the employment is part-time.

Oconto County Wage and Income Data

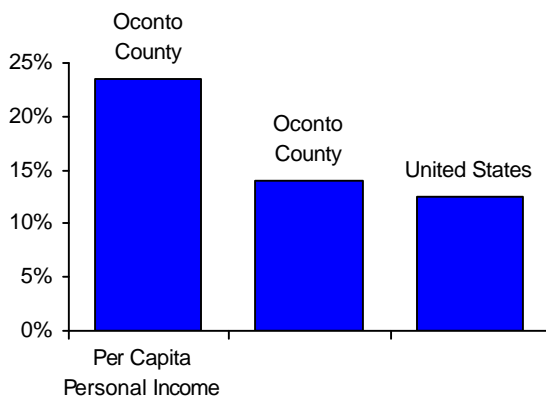


The per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare) divided by total population.

Per capita personal income for 1999 was \$19,381, this was an increase of \$769 from 1998. Oconto County's PCPI ranked 63rd out of Wisconsin's 72 counties during 1999, a slight improvement over 64th in 1997 and 1998.

Between 1994 and 1999 the per capita income in Oconto County increased by 23.4 percent compared to 26.4 for the United States and 26.1 for Wisconsin.

During the same time, wages earned in Oconto County increased by 13.9 percent. However, wages is only one part of PCPI, and is affected by the number of hours worked. It is not unusual in rural counties to see considerable disparity between wage growth and PCPI growth. PCPI is based on an average of all income in the county divided by total population, while average wages are measured in the county in which they are earned.



Per Capita Personal Income

	1994	1995	1996	1997	1998	1999	Percent Change	
							1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Oconto County	\$15,703	\$16,013	\$16,723	\$17,624	\$18,612	\$19,381	4.1%	23.4%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data

	Mean	Median
Cashiers	\$ 14.48	\$ 13.58
Computer Programmers	\$ 9.41	\$ 9.59
Extruding/Forming Mach Oprs	\$ 9.71	\$ 9.45
General Office Clerks	\$ 6.62	\$ 6.24
Hand Packers & Packagers	\$ 8.93	\$ 8.37
Home Health Aides	\$ 24.10	\$ 22.87
Janitors and Cleaners	\$ 8.10	\$ 7.61
Machinist	\$ 7.90	\$ 7.75
Machine feeder/offbearer	\$ 12.08	\$ 11.43
Nurse aide	\$ 7.88	\$ 7.74
Paper Goods Machine Setters	\$ 10.14	\$ 9.98
Printing Press Machine Oprs.	\$ 10.81	\$ 10.13
Registered Nurses	\$ 9.16	\$ 8.22
Salesperson, retail	\$ 14.62	\$ 14.76
Truck Drivers/Heavy or Tractor/Trailer	\$ 9.76	\$ 9.60

Source: DWD, BWI, 1999 OES wage survey for the Green Bay MSA

The wages for the selected occupations in this table were reported by employers in the Green Bay metropolitan statistical area (MSA) who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs.

Because occupational wages are not available by county, the attached table lists wages for common occupations from the Green Bay MSA as it is the closest available wage information for Oconto County. Wage data on additional occupations are available at our website: <http://www.dwd.state.wi.us/lmi>.

The mean wage is the sum of all wages divided by the number of wage earners; this is often referred to as an "average". The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage.